Mac

Logo Guidelines

November 2015

Overview

These guidelines explain the correct use of the Mac logo and provide instructions for using the logo on packaging and marketing communications. When promoting your product's compatibility with OS X, it is important to follow these guidelines consistently.

OS X versions

The Mac logo is designed to enable easy identification of software products and hardware peripherals developed specifically to run on OS X and take advantage of its advanced features. To clearly designate your product's compatibility, identify the compatible OS X version numbers in the product's technical specifications. Do not add version names or numbers to the Mac logo.

Requirements for third parties using the Mac logo

The Mac logo can be used on qualifying software or hardware packages, on CDs and DVDs, in advertising and marketing communications, and on websites to promote software or peripherals that have been optimized or developed for the Mac platform. The Mac logo can be used only by authorized licensees who have signed the Mac Logo Trademark License Agreement, and by Apple employees who are responsible for the development of Apple communications related to the Mac platform. The logo cannot be used in connection with Mac software or peripherals that do not meet the criteria outlined in the Mac Logo Trademark License Agreement.

Mac Logo

Basics

The Mac logo
The Mac logo consists of the smiling-face symbol, the Mac logotype, and the white background defined by the black linear border. These elements and their relative size and positioning must not be altered.

The ideal representation of the Mac logo is the color dimensional version. Apple strongly recommends its use on printed communications and web pages. The grayscale dimensional version is available for black-and-white printing. A line art version of the Mac logo is available for use in media for which the dimensional logo is not suited (such as silk-screen printed materials or newsprint). Always use the version that best suits the design and medium of your communication.

Artwork
Logo artwork is available at https://developer.apple.com/softwarelicensing/agreements/maclogo.php.

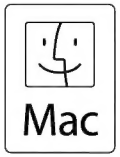
Artwork is available in these formats:

- EPS for printed materials
- SVG for web and onscreen use

Select the artwork size that most closely matches your layout.

Color
Preferred version

Grayscale
For black-and-white use only



Line art version
For use in very low-resolution materials

Mac Logo

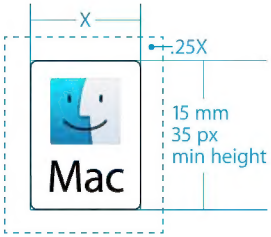
Graphic Standards

Minimum and maximum size

For most uses, the minimum size for the Mac logo is 15 mm high on printed materials and 35 pixels high on web pages. Use the logo at a larger size whenever possible. The recommended size on the front, back, and spine of a package is 24 mm high. On CDs, DVDs, CD/DVD packaging, or very small packaging, the logo can be 10 mm high. On printed materials, the logo cannot exceed 55 mm in height.

Minimum clear space

The clear space surrounding the Mac logo is an integral part of its design. Keep the area around the logo clean and uncluttered. The clear space should measure at least X on all sides, where X equals one-quarter the width of the logo box. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear space area.



Minimum size and minimum clear space

Background colors

The color version of the Mac logo can appear on black or other background colors, and on photographic backgrounds, as long as legibility is not diminished. The grayscale version can be printed only on white backgrounds. Do not alter or remove the black border. Do not alter the white background within the border.

The color version of the Mac logo can appear on a color, black, or photographic background. The background field within the borders of the logo must remain white.

Color printing

It is essential to apply the highest-quality reproduction standards and strict color-matching principles when reproducing the Mac logo. The color dimensional version is provided in CMYK and RGB color profiles; select the color profile that matches your printing method.

Black-and-white printing

The grayscale version of the Mac logo is for use when printing in black and white, such as in newspaper articles or black-and-white ads and flyers, or in layouts with limited color use. The screen percentages for black-and-white printing are built into the artwork. A line art version of the logo is available for printing at small sizes with a coarse line screen, such as a 65-line screen.

Mac Logo

Using the Mac Logo

Size and placement

The Mac logo should be clearly subordinate in both size and placement to the primary product or company identity and cannot in any way suggest that it represents the primary product or company identity. Make sure that the relationship between the Mac platform and the compatible product is clear. Keep the number of Mac logos used in a communication to a minimum—usually no more than one logo on each surface or page.

Front and spine of single-platform product package

Back and spine of multiple-platform product package

In advertising and collateral

In advertising and other marketing materials, the Mac logo should be placed in a clearly subordinate size and position to the advertiser's primary company or product identity.

On packaging and manuals

The Mac logo should be positioned in a visible area on the outside of product packaging and manuals. It should be smaller than and clearly subordinate to the primary company or product identity. On packaging, place the Mac logo on the front panel, preferably in one of the corners, and on the lower third of the package as shown to the left. The ideal placement for the logo is 15 mm from any edge of the package.

With multiple-platform products

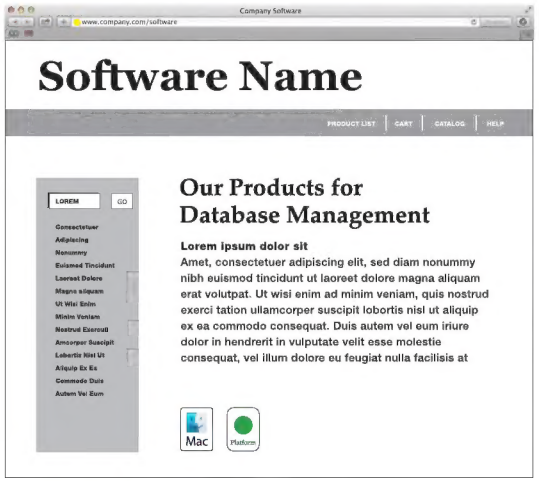
When more than one logo is used in a communication to designate a product's compatibility with multiple platforms, make sure that the Mac logo is prominently placed and clearly visible. It should be the same size as other compatibility marks and be given equal prominence.

DVD

The Mac logo can be used at a minimum height of 10 mm.

On the web

When using the Mac logo on the web, follow the graphic standards in these guidelines and use the correct electronic artwork. Make sure the logo is large enough to be legible onscreen but is clearly subordinate to the primary product or company identity. Do not distort or alter the logo in any way. Do not rotate or animate the logo.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Mac
Platform

Mac Logo

Do's and Don'ts

Do

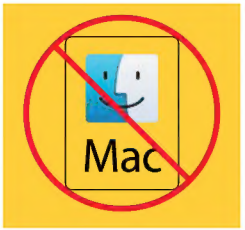
- Use the artwork provided by Apple.
- Use the Mac logo at a size that is clearly subordinate to the product or company identity.
- On packaging layouts, place the logo in a visible area near other compatibility marks.

Don't

- Do not alter the Mac logo in any way.
- Do not animate or rotate the logo.
- Do not separate the elements.
- Do not alter or remove the black border.
- Do not change, translate, or localize the text and do not add version numbers.
- Do not add trademark symbols.
- Do not attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.
- Do not use any part of the logo as a decorative illustration, graphic element, background graphic, or pattern.

Do not change the font or the outline.

Do not alter the shape or add text.



Do not let the background show through.

Do not use the Mac logo in a size or position different from those of other compatibility marks. It should be the same size and of equal prominence.

Legal Requirements

Apple requirements
The Mac logo described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with OS X, Apple products, or Apple itself.

Your marketing and advertising materials should reflect your company's communication style. Never copy or imitate Apple communications.

Credit lines and trademark symbols
Do not add a trademark symbol to the Mac logo artwork provided by Apple.

The following credit line must be included with your communication's legal notices:

> Mac and the Mac logo are trademarks of Apple Inc., registered in the U.S. and other countries.

For communications developed for mobile devices, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

Do not translate *Mac* when it is used in copy. Apple trademarks must remain in English even when they appear within text in a language other than English.

For more information about using Apple trademarks, visit "Guidelines for Using Apple Trademarks and Copyrights" at www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html.

For more information
Further information regarding licensing Apple technologies and trademarks can be found at https://developer.apple.com/softwarelicensing/. For support, send email to sw.license@apple.com.

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